

RFP-10-1
Questions and Answers

- Q1:** RFP Section 2 – 2.4 Technical Proposal, Narrative Outline, Section 4: Scenarios: The requested response length to the listed scenarios is “approximately 1 page”. Would you prefer 1 page per scenario or 1 page total?
- A1:** One page per scenario.
- Q2:** RFP Attachment E – Cost Proposal Worksheet – Step 1: Step 1 asks for the total for developing an annual strategic plan. However, full plan recommendations are requested as a part of the RFP. Can you clarify how these two requests tie together?
- A2:** Each year, state agencies must develop a summary written media (communications) plan for the agency, to be submitted for approval to the Indiana Office of Management and Budget. This plan must also include a budget. ITPC needs the media service provider to develop this abbreviated summary of ITPC’s annual media plan and budget to submit. The plan must be precise, to the point and is limited in scope. It has to be maintained and updated for tasks completed and dollars spent.
- Q3:** RFP Attachment E – Cost Proposal Worksheet – Step 4: For each component or tactic of Step 4, a “standard rate” is requested. This is a request for a total fee, not an hourly rate, correct?
- A3:** It can be both, if a total fee is given, a breakdown of the costs to determine the total fee must be provided with an hourly rate for those working on the component.
If an hourly rate per individual working on the component is provided, an estimate of the total costs to complete the component must be provided.
- Q4:** RFP Attachment E – Cost Proposal Worksheet – Step 4: For each component or tactic of Step 4, it is unclear whether third-party costs should be included for radio spot, print ad, and billboard; and in the case of the brochure, whether imagery costs should be included. Would you like to see estimates for third-party costs or just the agency fee to complete the work knowing third-party costs would be determined in the conceptual development phases?
- A4:** The estimate should include all costs to complete each component. ITPC understands this is an estimate of third-party costs, but they should be based on actual past experience with the third-party vendors for similar projects.
- Q5:** RFP Attachment E- Cost Proposal – Step 4 Tactic #6: With regard to brochure printing costs, can you clarify the specifications for the piece so all respondents are providing an estimate based on the same specs?
- A5:** Base your response on a tri-fold brochure. Be sure to include the specs on the brochure you are providing the estimate for.

- Q6:** What media contracts currently exist that will carry over to the new agency of record?
- A6: Asher Advertising is the State's media buying vendor. Pitney Bowes, Indianapolis, Indiana currently provides printing services for the State of Indiana.
- Q7:** Who is currently the State's media buying vendor? Current year in contract?
- A7: The first RFP was issued in 2005 at which time Asher was selected to purchase all state media. The second RFP, issued in 2008, was again won by Asher.
- Q8:** Per page 10 of the RFP, in the past has the ITPC office needed an onsite staff person from the agency? If so, what kind of a time commitment was made and what was the area of focus while onsite?
- A8: ITPC expects the new agency to ensure that personnel are on-site in the ITPC office a minimum of 1-2 days per week as needed.
- Q9:** How long are RFP responses publicly published per the Access to Public Records Act?
- A9: It is not clear what is meant by "published". IDOA will post the winning proposal from this RFP on its website for no more than 30 days. After that, the file and all proposals are available upon request. The retention schedule for keeping files is 10 years. IDOA can assist a requestor in obtaining copies of past proposals. You may contact sharris@idoa.in.gov for more details.
- Q10:** Regarding the company financial reporting requirements, can Respondents submit annual reports (10-K filings) to demonstrate financial stability?
- A10: The RFP requires a financial statement, including an income statement and balance sheet, for each of the two most recently completed fiscal years, demonstrating a respondent's financial stability.
- Q11:** Section 2.3.8 of the RFP requires Respondents to submit proof of authority to enter into contracts with the State of Indiana. Can an organizational comptroller provide a notarized "proof of authority" letter in place of a corporate by-law or resolution to demonstrate that the individual signing the RFP Transmittal Letter has authority to enter into contracts on behalf of the organization?
- A11: Yes.
- Q12:** Please elaborate on whom - the kind of stakeholders - are part of the evaluation team.
- A12: ITPC Executive Board member and National and State Tobacco Control Experts.
- Q13:** Do Respondents need to demonstrate proof of insurance prior to award of contract?

A13: The selected respondent will have to furnish a certificate of insurance and all endorsements to the undersigned State agency prior to the commencement of the contract.

Q14: Does the cost proposal/attachments have to be typed?

A14: Yes.

Q15: What is the anticipated funding level for this RFP?

A15: Funding levels are not disclosed prior to contract award as this is a competitive solicitation process.

Q16: Is the Pre-Proposal Conference mandatory in order to bid on this RFP?

A16: No. The conference was held on July 29, 2009.

Q17: How much was spent on media marketing on your current contract?

A17: An average of \$1.37 Million was spent over the last 3 years.

Q18: What is the “method and basis for award” outlined within this initiative? What is the final decision that will be based on or is there are other criteria that will play a factor in selecting an out-of-state vendor?

A18: Section 2. 7 of the RFP outlines the Buy Indiana Initiative. Respondents claiming this preference in one or more of the categories listed will be reviewed and confirmation will be made to ensure the claim is accurate. Information provided on the Indiana Economic Impact form, Attachment C to the RFP, also can assist in determining a respondent’s claim to the initiative. Section 3 of the RFP describes how respondents will be evaluated.

Q19: Can you provide your 2008 Media Plan?

A19: The requirement to develop an annual media plan went into effect in 2009 and the 2009 plan is under revision.

Q20: Can you provide the 2008 Annual Report?

A20: The 2008 Annual Report can be found at <http://www.in.gov/itpc/files/itpcannualreport2008.pdf>

Copy this address into your web browser.

Q21: Why do you feel that awareness dropped to 14% in 2007?

A21: There was less funding available for paid media buys.

Q22: What percentage do you consider a successful awareness program?

A22: We are issuing this RFP for the expertise to analyze and answer this question.

Q23: Who is your current vendor for this program?

A23: MZD, LLC. (Montgomery, Zuckerman, Davis), Indianapolis, IN

Q24: Who is the states media vendor buyer?

A24: Asher Advertising, Fort Wayne, IN.

Q25: What's the budget or budget range for this contract?

A25: Funding levels are not disclosed prior to contract award as this is a competitive solicitation process.

Q26: Is there an incumbent agency for this work? If so, who?

A26: MZD, LLC. (Montgomery, Zuckerman, Davis), Indianapolis, IN

Q27: Does the state require that the agency be located in Indiana?

A27: Desirable, but not required.

Q28: This piece of State of Indiana business/advertising campaign has been at the same advertising agency in Indianapolis for a long, long time. Is this RFP for an "agency review" or are you actually dropping the current advertising agency? You are asking for proposals that can be up to 50 pages in length. This could take us up to a month to prepare and we would need to take people off of existing business to do a good enough job to win the pitch. We know once upon a time the current agency-of-record had a strong long term relationship with the State of Indiana. It would be against the ethics of our company to submit proprietary ideas for a proposal that is not going to be realistically considered.

A28: ITPC is soliciting proposals for an advertising agency with the intent of negotiating and executing a new two year contract. All properly submitted proposals will be given equal opportunity to secure the contract. ITPC is not conducting an "agency review". The State requires agencies to re-bid all contracts at least every four years.

Q29: Will you please provide an estimated annual budget for this Statewide Public Education Campaign as outlined in the Scope of Work on pages 6-10?

A29: Funding levels are not disclosed prior to contract award as this is a competitive solicitation process.

Q30: Is the incumbent agency participating; are you interested in making a change?

A30: All qualified vendors are encouraged to participate. State law requires contracts be re-solicited every four years.

Q31: What was the original thought process or goals behind the construction of the ITPC (whitelies.tv / voice.tv) sites? How have those changed - if at all - from the objectives outlined in the RFP?

A31: Please review the ITPC Annual reports 2001-2008 for an in-depth understanding of these sites.

Q32: What was the budget allotted for online / interactive activities in the last contract?

A32: We expect the selected vendor to advise us in this decision.

Q33: Where do you see your online marketing efforts going in 1 year's time?

A33: We expect the selected vendor to advise us in this decision.

Q34: Has ITPC placed rich-media ads in the past? Did these ads include video?

A34: ITPC currently has animated promotions running on IBJ.com, as part of a three-month sponsorship. This is our first venture into online, rich-media-type advertising.

Q35: What websites has ITPC purchased online advertising with in the past? Do you feel these sites reached the target audience? Please provide metrics.

A35: ITPC is currently in a three-month sponsorship arrangement with IBJ.com, in which we are promoting Indiana Tobacco Quitline materials to employers throughout Central Indiana. Final metrics on this campaign will not be completed until after it ends in September.

Q36: Do you use Facebook, Youtube, and Twitter to promote the sites?

A36: Currently, we use Facebook as a point of interaction, information and education for our Voice program. We use Facebook and MySpace to provide information and announcements regarding our Take Note program. For both Voice and Take Note, we use Twitter for information and announcements.

Q37: Will we have to work with Indiana Interactive and adhere to their processes to deploy new ITPC sites or update existing ITPC sites?

A37: Any state agency website updates must be coordinated with the Indiana Department of Administration's Office of Information Technology.

Q38: Are there any specific online / interactive marketing ideas ITPC is currently considering?

A38: We are currently considering various ways to increase our online and viral marketing presence. We look to our principal agency to provide detailed recommendations in this area.

Q39: Are there any special development/security/accessibility procedures or code reviews we are required to consider? If so, what are they?

A39: It is difficult to answer this question. The answer will depend on the overall decision made once a vendor is selected. Indiana Department of Information Technology will determine those requirements once a course of action or method of outreach is selected.

Q40: Do we have direct FTP access to your websites or are we using an interface?

A40: Currently, the agency site is set up with a Content Management System for ease of use. However, the principal agency has full access to all web files. As necessary, the Indiana Department of Information Technology will determine access.

Q41: If your site is utilizing flash animation, do we have access to the .fla files?

A41: The principal agency has full access to all web files. As necessary, the Indiana Department of Information Technology will determine access.

Q42: Will we have access to the latest version of the full-uncompiled source code for the websites? Where does the uncompiled source code reside now?

A42: The principal agency has full access to all web files and code. The source code currently resides with a third-party internet service provider. As necessary, the Indiana Department of Information Technology will determine access.

Q43: Do you utilize custom 404 “not found” or 301 “permanent redirect” pages throughout your website?

A43: No.

Q44: Do you have a list of unused domains you may have bought but aren’t using?

A44: Yes.

Q45: If a site redesign and/or restructure of the ITPC sites (whitelies.tv / voice.tv) would reap significant SEO, accessibility and usability benefits, would you be open to this as part of the proposal?

A45: Yes.

Q46: Have you had a previous working relationship with another SEO? If so, what dissatisfied you about the service you received from them?

A46: No.

Q47: Which quantitative metrics will you be viewing as the most important factors in defining your SEO campaign success? [search engine rankings, profit, visibility, brand awareness, revenue changes, leads, phone contacts, etc.]

A47: To be determined.

Q48: Are you open to adjusting or adding to your primary list of keywords based on the conclusions of our research?

A48: Yes.

Q49: Are you interested in a Pay-Per-Click campaign as well as organic search?

A49: No.

Q50: Does the state's contracted media buying agency also handle Search Engine Marketing or Pay-per-click activities? If not, is this an activity that would interest ITPC?

A50: No.

Q51: Are you satisfied with the rate at which your websites are converting raw traffic and visitors into actions that you deem are important?

A51: No.

Q52: Does ITPC feel the current sites (whitelies.tv / voice.tv) promote a favorable user experience? Why? Why not?

A52: No, they need updating to take advantage of current on-line technology.

Q53: What specific areas of the ITPC current sites do you feel are successful? Why are they successful?

A53: ITPC is not providing an analysis of current activities for the development of this RFP.

Q54: What shortcomings exist with the current sites and what three things would you change on them today, if you could?

A54: ITPC is not providing an analysis of current activities for the development of this RFP.

Q55: Have you conducted usability tests on your current sites? If yes, how long ago? Please include any reports or findings.

A55: An analysis of the www.itpc.in.gov and www.whitlies.tv sites was conducted in 2005. We would consider this analysis not relevant for our current website

situation.

Q56: Have you conducted an accessibility analysis of the current sites? How much of a priority is increasing accessibility for screen readers and people with disabilities?

A56: No.

Q57: Is there an existing tracking system currently installed and functioning on your websites, which enables you to view basic visitor information and metrics?

A57: Yes.

Q58: What are the specific capabilities of this tracking system?

A58: ITPC is not providing an analysis of current activities for the development of this RFP.

Q59: Does the tracking system identify significant conversions or actions such as orders, form submissions, or e-mails?

A59: ITPC is not providing an analysis of current activities for the development of this RFP.

Q60: Is this tracking system in real time?

A60: ITPC is not providing an analysis of current activities for the development of this RFP.

Q61: Will we have access to this tracking system?

A61: ITPC is not providing an analysis of current activities for the development of this RFP.

Q62: Are you opposed to us modifying, eliminating, or replacing your tracking system if we deem it necessary?

A62: ITPC is open to changes.